

ORDER

**Fox 30 JAX**

Orders
Order / Rev: 49365
Alt Order #: 09791513
Product Desc: 60 PLUS ASSOC-SENATE
Estimate: 1911
Flight Dates: 08/22/12 - 08/28/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: 60 Plus Association
Demographic: A50+
Product Codes: Issues/Propositions
Priority: P-2
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/26/12 | 1 | \$560.00 | \$476.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-----------------|-----------------|-------------|
| August 2012 | 1 | \$560.00 | \$476.00 | 0.00 |
| Totals | 1 | \$560.00 | \$476.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|------------|-------|-------------|
| Fox 30 JAX | 4% | \$560.00 |
| Market | 100% | \$14,000.00 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| EAWS | 0% | \$0.00 |
| ETEV | 0% | \$0.00 |
| UNKWN | 2% | \$280.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 58% | \$8,120.00 |
| WJXX | 8% | \$1,120.00 |
| WTEV | 20% | \$2,800.00 |
| WTLV | 8% | \$1,120.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|-----------------|-------|-------------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WAWS | 08/25/12 | 08/26/12 | Sa-Su 10p-1030p | CM | 10:00 PM-10:30 PM | -----SS | :30 | 1 | \$560.00 | P-2 | 0.00 | NM | 1 | \$560.00 |
| Sa-Su 10p-1030p | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----SS | | | 1 | | | \$560.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 1 | \$560.00 |